

Message Text

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FM SECSTATE WASHDC

TO AMEMBASSY TEHRAN

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E.O. 11652: N/A

TAGS: BEXP, IR

SUBJECT: TEHRAN INTERNATIONAL FAIR

REF: TEHRAN 2269

FOR AMBASSADOR FROM SOBER

1. SINCE OUR LAST EXCHANGE ON THIS SUBJECT, I HAVE HAD SEVERAL DISCUSSIONS WITH UNDER SECRETARY TABOR AND OTHER COMMERCE OFFICIALS. THEY HAVE AGAIN REVIEWED QUESTION BUT HAVE RELUCTANTLY CONCLUDED THAT THERE SIMPLY ARE NO ADDITIONAL FUNDS AVAILABLE TO COVER U.S. PARTICIPATION INTERNATIONAL FAIR IN TEHRAN. TABOR HAS ASKED THAT I PASS THIS INFORMATION TO YOU.

2. THEY FULLY APPRECIATE THE DIFFICULT POSITION THIS DECISION LEAVES THE EMBASSY, BUT SUGGEST THAT IT MAY STILL BE POSSIBLE TO OPERATE U.S. PAVILION AT THE 1975 FAIR WITHOUT COMMERCIAL PRESENCE FAIR FUNDING, AS IN THE FY75 EFFORT THE EMBASSY WAS WITHIN 7000 DOLLARS OF SELF-SUFFICIENCY. POST COULD HAVE ASSISTANCE FROM TRADE CENTER STAFF TRAINED

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IN THE OPERATION OF COMMERCIAL EXHIBITS AND TABOR HAS

ASSURED ME THAT HE IS ENTIRELY AGREEABLE TO THE USE OF THIS STAFF IN COOPERATION WITH THE EMBASSY. I ASSUME YOU WILL EXPLORE EVERY POSSIBILITY TO SELF-FUND PARTICIPATION IN TEHRAN FAIR.

3. IN EVENT YOU DEEM IT NECESSARY TO ADVISE GOI OF LACK OF CPF FUNDING, YOU MIGHT NOTE THE VERY ACTIVE POSTURE USG HAS ASSUMED IN ITS COMMERCIAL EXHIBITION PROGRAM IN IRAN. U.S. PARTICIPATION IN AGWA-FOOD IN OCTOBER WILL BE ONE OF FEW U.S. PAVILIONS IN SPECIALIZED TRADE FAIRS WORLDWIDE DURING FY-1976. U.S. TRADE CENTER WILL STAGE EIGHT FULL EXHIBITIONS THIS YEAR ON THEMES TIED CLOSELY TO GOI FIFTH PLAN. THIS ATTESTS TO KEEN INTEREST OF USG IN EXPANDING COMMERCIAL RELATIONSHIP WITH IRAN.

4. ON SUBJECT OF TEHRAN FAIR, U.S. MANUFACTURERS HAVE REPEATEDLY INFORMED USDOC THAT LITTLE COMMERCIAL BENEFIT ACCRUES TO PARTICIPATION IN BROADLY HORIZONTAL TRADE FAIRS OPEN TO THE MASSES OF GENERAL PUBLIC. OUR EXPERIENCE BEARS OUT THIS STATEMENT, ESPECIALLY IN CASE OF EXPORTERS NOT PREVIOUSLY ESTABLISHED IN THE MARKET. CONSUMER PRODUCT FIRMS DO DERIVE SOME BENEFIT, BUT THIS TYPE OF EXPORT PROMOTION IS OF SECONDARY IMPORTANCE TO USG. GOI HAS TAKEN A MAJOR STEP FORWARD IN STAGING THREE SPECIALIZED EXHIBITIONS ON VERTICAL PRODUCT THEMES THIS YEAR. THIS TYPE OF EVENT CAN BE EASILY SOLD TO AMERICAN MANUFACTURERS. IT IS OUR HOPE THAT INCREASING EMPHASIS WILL BE PLACED ON SUCH EVENTS BY GOI. INGERSOLL

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